

PERSONAL DATA

# Privacy Policy

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**SELLER / DATA CONTROLLER**

**Human Intel OÜ**

Tornimäe tn 3/5/7, 10145 Tallinn, Estonia  
Reg. no. 16384008 • VAT no. EE102473098

**CONTACT**

**The Export Guide**

[www.theexportguide.eu](http://www.theexportguide.eu)  
[export@humanintel.eu](mailto:export@humanintel.eu) • +359 899 212 433

## 1. Who we are

Human Intel OÜ is the data controller for the personal data described in this Privacy Policy, collected when you visit [www.theexportguide.eu](http://www.theexportguide.eu) or buy The Export Guide eBook.

|                 |                                                                  |
|-----------------|------------------------------------------------------------------|
| Privacy contact | <a href="mailto:export@humanintel.eu">export@humanintel.eu</a>   |
| Website         | <a href="http://www.theexportguide.eu">www.theexportguide.eu</a> |
| Postal address  | Tornimäe tn 3/5/7, 10145 Tallinn, Estonia                        |
| Registration    | Reg. no. 16384008   VAT no. EE102473098                          |

## 2. What data we collect

- Order details: full name, email address, telephone number and billing address.
- For business buyers: company name and VAT or tax number.
- Payment details: processed by Stripe. We do not see or store your full card number.
- Order and invoice data: product, amount, VAT, discount code if used, date, invoice number and delivery status.
- For private buyers: your acceptance of immediate delivery (right of withdrawal).
- Messages you send to us by email.
- Technical data needed to run the website securely (e.g. IP address in server logs).

### 3. Why we use your data and the legal basis

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|                                                                   |                                                    |
|-------------------------------------------------------------------|----------------------------------------------------|
| Handling your order, delivering the eBook and sending the invoice | Performance of a contract (GDPR art. 6(1)(b))      |
| Bookkeeping and VAT reporting                                     | Legal obligation (GDPR art. 6(1)(c))               |
| Answering questions and support                                   | Contract or legitimate interest (art. 6(1)(b)/(f)) |
| Website security and fraud prevention                             | Legitimate interest (art. 6(1)(f))                 |

We do not send newsletters or marketing emails unless you have separately agreed to it, and we do not sell your personal data.

### 4. Who we share data with

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- Stripe Payments Europe Ltd. – payment processing, invoicing and VAT calculation.
- Our web hosting and email provider – operation of the website and sending of order emails.
- Our accountant and the tax authorities, where required by law.

Our providers process data on our behalf under data processing agreements. Where data is transferred outside the EU/EEA, this is based on the European Commission's standard contractual clauses or another valid transfer mechanism.

### 5. How long we keep data

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- Invoices and accounting records: 7 years, as required by Estonian accounting law.
- Order records and support emails: up to 3 years after the purchase, unless they must be kept longer for a legal claim.
- Server logs: a short period, normally no longer than 90 days.

### 6. Your rights

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You have the right to access your personal data, to have incorrect data corrected, to have data deleted or restricted where the law allows it, to object to processing based on legitimate interest, and to receive your data in a portable format. Write to [export@humanintel.eu](mailto:export@humanintel.eu).

You can also complain to the Estonian Data Protection Inspectorate (Andmekaitse Inspektsioon, [www.aki.ee](http://www.aki.ee)) or to the data protection authority in your own country.

### 7. Cookies

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The website only uses cookies that are necessary for it to work and for secure payment. If we add analytics or marketing cookies in the future, we will ask for your consent first.

## 8. Changes

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We may update this Privacy Policy. The current version is always available on [www.theexportguide.eu](http://www.theexportguide.eu).